

TheNation

# SUNDAY PLUS

FEBRUARY 27, 2011

WHY WAS PAKISTAN  
SINGLED OUT FROM  
HOSTING WORLD CUP?

AYESHA F. HASHWANI:  
QUEEN  
OF DRAPERY

CLOSE AND PERSONAL WITH  
STUNNING NOOR AND COMEDIAN  
SAAD HAROON

THE MONUMENTS OF  
BURHANPUR

## BEJEWELLED SECRET

Sick of dull and boring necklines? Ayesha's pieces will usher you towards the romantic days of spring and make you shine with the right hint of bling and encrusted necklines from day to night.



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EDITOR'S NOTE

Dear readers we are back with another exciting issue of Sunday Plus. The Cricket World Cup season has set in and we bring the best stories for you. Learn what happened behind the scene when PCB became silent while Pakistan cricket was at stake. Right-arm fast-medium bowler Rana Naveedul Hassan gives an overview of the World Cup. A host of celebrities are ready to meet you this week including designer Ayesha Hashwani, actress Noor and stand up comedian Saad Haroon. From the hospitality business we present to you Kamran Sheikh and décor specialist Amna Sheikh. Get introduced to the paradisiacal birds of Pakistan. And don't forget to see our section 'Picks of the week' for best buys. And don't forget to see our section 'Picks of the week' for best buys.

We await your feedback at editor@nation.com.pk

Stay with us every week to enjoy the Sunday Plus.

SUNDAY PLUS

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By Bishakha Khadka Kunwar

After arriving in the fashion scene in 2005 armed with a dream to create designs and experiment with cuts, colours and silhouettes, Ayesha F. Hashwani launched her label, AFH. Since her launch, Ayesha has only gone from success to success and has evolved into a fine designer who is beautiful as well as imaginative in her designs. No question about that.

**E**legant, glamorous and feminine, this young designer has mastered the unique style of drapes with a hint of minimal embellishments. Her designs are equally elegant and sophisticated as they are chic and glamorous with modern edge to them.

Playing with prints and colours and rich fabrics including voiles, chiffons, silks and charmeuse, the forte of this beautiful designer lies in working with sheer fabrics, beads and crystals and has come to be recognised for her work across varied shapes, flowy fabrics. It seems Ayesha has always been fascinated by the flow of life and this transcends into her work. From length of her drapes to the attention of her detailing, each piece speaks one language—Movement.

Her creations—like her—are fun and youthful with a signature style of the jewelled encrusted necklines in both prêt and formal wear. In fact when it comes to Ayesha, always expect the unexpected, but rest assured the end result will be absolutely glamorous.

Her designs have caught the fancy of many celebrities. Internationally her latest collections are stocked in Hong Kong (Sanskrit boutique), Dubai (Studio) and Toronto. Ayesha exhibited her prêt line at the multi brand boutique Carma in New Delhi in 2010. Nationally, her collections are available in Karachi, Khayaban-e-Muhafiz Defence, and at multi label boutique Melange in Islamabad.

With three discrete collections under her brand namely prêt a porter, semi formal and formal wear, even the most eastern ensemble of AFH, maintains a modern western edge to it. Ayesha's brand has come to be synonymous with refinement and luxury.

She is one of the new breed of designers who are rapidly gaining grounds. She is one of the young designers who bring a whole new style vocabulary to our closet and translate her love of fashion into her clothes. She speaks to Sunday Plus about her ultimate dream destination, celebrities she would love to dress

## AYESHA F. HASHWANI:



# QUEE OF DRAP

RENDEZVOUS

# N ERY



HAIR, MAKEUP: **DEPILEX** PHOTOGRAPHY : **FAYYAZ AHMED** MODEL : **AAMINA SHEIKH**

• **What is your design philosophy?**

While there is so much to still figure out, for now I would have to say that I like to have fun and stay original with my work. At AFH we like to stay simplistic, yet chic, with embellishments in vibrant eclectic colours. Each creation demonstrates an understated elegance, accentuating the femininity of a woman without hiding her strengths.

• **What does success mean to you?**

Success is a moving target for me and my brand. I don't think we ever achieve "it". I feel that if you think you have achieved your greatest success you clearly have decided to stop pushing yourself.

• **Who inspires you the most?**

I am inspired by international design houses' Alice by Temperley and Elie Saab.

• **What does prêt mean to you?**

A ready-to-wear line marketed in a finished condition and sold in standard sizes that are able to go!

• **What does couture to you mean?**

High level of sewing and dress-making techniques made by hand.

• **When will couture come to mean more than just bridal in Pakistan?**

I think we're getting very artsy and creative with time. With a platform such as fashion week made available to us, it gives us an incentive to go all out there.

• **What does vintage fashion has that contemporary fashion never will have?**

Age, design and availability of the outfit.

• **Your favourite muse...**

My muse would have to be influenced by Greek goddess's attire. It has to be graceful, comfortable and beautifully draped.

• **What does easy chic mean to you?**

Pairing one dressier piece with a less dressy one.

• **Your day starts with...**

A mug of hot water with a slice of lemon.

• **You are addicted to...**

Cupcakes!

• **Dream destination...**

Maldives

• **A crazy holiday memory...**

Driving through the Black Forest and other quaint towns, catching trains to various cities in Europe, skiing and moving around with tons of luggage with 3 of my cousins and sister. We had the ultimate European adventure. It was a riot every step of the way.

• **An unknown fact about you...**

Used to do 80-90 laps in the swimming pool non-stop. I love swimming.

• **One thing I'd like to change about myself...**

I am a workaholic! I need to learn how to switch off.

• **Up for grabs on your shopping list...**

The new Ipad

• **A must have for you...**

Good friends!



## » CLOSET CONFIDENTIAL

- Favourite Designers... **Roberto Cavalli , Etro, Temperley, Chanel and several others.**
- Thing I treasure most in my wardrobe... **The wooden hangers that don't crease and ruin my clothes.**
- Style statement... **Little Black Dress (LBD)**
- 3 Must-haves in anyone's closet... **Jeans, white silk blouse, statement necklace.**
- Brands you like..... **Chanel, McQueen, Balmain, Lanvin**
- Perfumes..... **24 Faubourg, Hermes**



### • Beauty crime...

Having pig tails as a hairdo.

### • Style Icon...

Angelina Jolie

### • Celebrities you would love to dress...

Angelina Jolie, Sienna Miller.

### • Would you rather dress politician or royalty and why?

Definitely royalty. Politicians have too many restrictions. The glamorous gowns and bling are my forte so would love to be able to do that.

### • Who do you think is the most over-rated

### designer?

Vivienne Westwood

### • Personal strength...

Tend to be a perfectionist.

### • Your first fashion creation...

Crushed cotton kaftans with a jewelled brooch.

### • Personal Weaknesses...

I am too sentimental.

### • A city that inspires you...

Paris, for its style, architecture, romance.

### • Best thing about being a Pakistani...

For being in the country where it all began for me.

### • One thing I would change about Pakistan is...

Stand united! Not each to their own.

### • In life if given a second chance would you do anything differently?

I would live it just the same way, love the same people and make the same decisions.

### • Your journey so far...

Long and insightful.

